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Cadient Group Appoints Charles Walker as Chief Operating Officer

Healthcare and digital marketing industry veteran to lead strategic and operational initiatives for Cadient Group

King of Prussia, Pa., May XX, 2010 – [Cadient Group](#), a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, has announced the addition of Charles Walker (INSERT HYPERLINK) as its new Chief Operating Officer. In this role, Walker is responsible for advancing the strategic and operational leadership of Cadient Group's entire business network, which includes industry-leading digital marketing services, innovative technology solutions and strategic consultation services. Walker, who brings more than 15 years experience in agency operations, client services and technology product development and implementation to the firm, will also be responsible for overseeing the overall quality and delivery of Cadient Group's solutions and services to clients.

"I am thrilled to welcome Charlie to Cadient Group, where his breadth of experience, healthcare industry expertise and passion for client service perfectly complements our strategic approach," said Stephen Wray, Chief Executive Officer, Cadient Group. "More than ever, Cadient's growth opportunities lie in our ability to understand and respond innovatively to the dynamic and evolving needs of our clients. Charlie's leadership in client services execution and operational systems, combined with his track record of successfully integrating services and technology solutions across industries, will help ensure we continue to deliver and expand on our vision to provide sensible client strategies that inspire possibilities."

Prior to joining Cadient Group, Walker was Chief Operating Officer of G2 Interactive, a digital marketing agency and WPP company, where he oversaw agency operations, client services, and shared service teams across three office locations. Charlie's experience also includes technology and consumer medical device product development at companies like Johnson & Johnson and GHR Systems, one of the nation's leading providers of lending technology services in the financial services industry.

Walker earned a Master's of Business Administration from Rutgers University and a bachelor's degree from the U.S. Military Academy at West Point.

About Cadient Group

[Cadient Group](#) is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients' business objectives are achieved. For more information about Cadient Group, visit www.cadient.com.

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